



KNXV

ORDER

Flight Dates 07/30/12-08/05/12

KNXV-TV
PHOENIX

Contract / Revision 303349 /

Original Date / Revision
07/26/12 07/26/12

Advertiser Flake / Republican / US Sena

Agency Smart Media Group

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Product

Flake for Senate

Agency Com 15%

Billing Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:05:00

Estimate # 730805

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-6

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	49	\$20,973.75	\$24,675.00	0.00	07/30/12	08/05/12	49	\$20,973.75	\$24,675
Totals	49	\$20,973.75	\$24,675.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amot
1	KNXV	07/30/12	08/03/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	11111--			5		\$225.00		0.00				
2	KNXV	08/05/12	08/05/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-----S			1		\$100.00		0.00				
3	KNXV	07/31/12	08/02/12		CM	5pm-530pm	-1-1---	:30	2	\$450.00	P-3	0.00	NM	2	\$900